

## Exploring The Impact Of Social Media On Library Outreach And User Engagement In The Information Age

<sup>1</sup>Dr. Prakash B, <sup>2</sup> Dr. Vinodkumar H, <sup>3</sup>Dr. Arvindkumar Bhadrashetty

<sup>1</sup> Librarian ,Government First Grade College Bidar Dist: Bidar (Karnataka)

[vagmare@gmail.com](mailto:vagmare@gmail.com),

<sup>2</sup> Librarian Government First Grade College Jewargi Dist: Kalaburagi (Karnataka)

[vinodkumarhosmani@gmail.com](mailto:vinodkumarhosmani@gmail.com),

<sup>3</sup> Librarian Government First Grade College Aland Dist: Kalaburagi Karnataka

[arvind.bhadrashetty@gmail.com](mailto:arvind.bhadrashetty@gmail.com),

**How to cite this article:** Prakash B, Vinodkumar H, Arvindkumar Bhadrashetty (2024). Exploring The Impact Of Social Media On Library Outreach And User Engagement In The Information Age. *Library Progress International*, 44(3), 13753-13760.

### ABSTRACT

This paper presents a discussion on the impact that engagement with social media has on visits to the library and user satisfaction, from the use of Facebook, Instagram, Twitter, and YouTube. The information was realized through a survey with 500 users of a library to obtain statistical data regarding the demographics and social media engagement score and level of satisfaction. Results From the analysis, it was evident that positive associations between social media engagement and library visits did exist, with Facebook having the strongest association. There was a difference in user satisfaction between each platform, but YouTube was the one that seemed to be most successful in creating engagement. The statistics show that the use of rich multimedia and interactive content on social media can enhance libraries' outreach efforts. The target population for this would be significantly female, of a younger age. This study gives direction to libraries for streamlining their social media campaigns and can ultimately help improve the user experience and engagement.

**Keywords:** Social Media Engagement, Library Visits, User Satisfaction, Facebook, Instagram, Twitter, YouTube, Library Outreach.

### 1. INTRODUCTION

Social media platforms are made to let people engage, communicate, and work together by using different types of material, like text, photos, videos, and links.

The qualities of social media include the following:



**Figure 1: Social Media**

Social media has emerged as the most devoted and intimate companion for people. We now live in a period when time is a crucial component of everything. Everyone wants to do their assignment in the shortest amount of time possible. In addition, we live in an information society where information is essential and is disseminated via a variety of mediums. Social media continues to be the preferred option among different media due to its widespread use and appeal. A library is any information center where information is created, processed, and shared with the appropriate customers in an age driven by ICTs (information communication technologies). According to S.R. Ranganathan, "Save the time of the reader" is the fourth rule of library science, which states that librarians should provide services as quickly as feasible. Over the years, libraries have adapted to changing user expectations by using evolving information and communication technology (ICT) and associated tools. At the same time, libraries are utilizing social media platforms to engage and connect with their customers. These days, Facebook, Twitter, Flickr, WeChat, YouTube, WhatsApp, Instagram, Hangouts, Hike, instant messaging, LinkedIn, Skype, and many more are the most popular social networking platforms.

Social networks Additionally, libraries social media is being used by libraries and information centers for a variety of functions, including branding, marketing, and customer connection development. It is also used for reference services, current awareness programs, and the rapid distribution of news. Libraries have used social media for a number of goals, including fostering a sense of community inside the institution, promoting the services and resources offered by the library, saving time and money, offering fast and simple reference assistance, and fostering a good user-library connection. The primary emphasis of this research is on using social media platforms to sell library services and goods. However, "information workers and librarians are often debating the value of marketing and have developed innovative ways to advertise their goods and services. In the past, marketing was mostly focused on promoting resources such as information services to guarantee their best use.

## 2. LITERATURE REVIEW

**Gruss, R., et.al., (2020).** studied the elements that contributed to an organization's online postings getting a lot of reaction from the group. In particular, it has been shown that appealing to a sense of community belongingness works well to encourage user participation on social media. We evaluated how community-focused language affected the number of likes, comments, and shares using a multilevel regression, supervised machine learning, and text analytics approach. It was found that wide local area requests raise likes by 60%, remarks by 130%, and shares by 39% in 51,760 posts from 100 scholarly libraries, though specific intracommunity, locally huge references further develop likes by 16% and shares by 12%. These results have practical consequences as well as theoretical ones as they provide best practices for sustaining an organization's online presence and provide extensive empirical support for the social psychology theory of belongingness.

**Kirita, F. F., & Mwantimwa, K. (2021).**examined how MUHAS and SUA utilize social media to promote their library services and resources. The data for the study was processed, gathered, and analyzed using a mixed research technique. Key informants were purposefully chosen, although certain library employees and all patrons were readily chosen. The majority of the data were gathered using survey techniques. While quantitative data

were analyzed using SPSS, content analysis was used to the acquired qualitative data. Because Facebook is so popular and convenient, the research's conclusions imply that both libraries under examination have found success using it to sell their services and resources. WhatsApp is the other medium that is utilized successfully; however, this was only seen at MUHAS. Nevertheless, it has been shown that using the media to promote library resources and services is often useless. Numerous issues have been cited as the cause of this, including the absence of a formal policy for the use of social media, erratic internet access, poor advertising, out-of-date information, and insufficient computer facilities. The report makes many recommendations, including creating social media regulations, funding the development of ICT infrastructure, and encouraging information users to utilize social media.

**Mensah, M., & Onyancha, O. B. (2021).**conducted in order to analyze social media use tactics for academic library services in Ghana. The survey method was used in the quantitative study design. The primary tool for gathering data was the questionnaire. 110 library representatives from Ghanaian public and confidential foundations made up the review populace. The study's findings support the library staff's belief that academic libraries require a well-thought-out social media strategy to help them choose the best social media platforms, connect with their target audience, and boost engagement rates so they can distribute their resources and services effectively and efficiently. However, the studies also showed that academic libraries seem to ignore these tactics, which might encourage users to utilize these sites.

**Oriogu, C. D., et.al., (2020).**examines how libraries in Nigeria are using social media to provide services. The survey research methodology was used. For this research, 85 employees of libraries make up the sample. The review was coordinated by three (3) research questions and speculations. Information from library staff individuals who went to the 2019 Public Meeting/AGM of the Public Library Relationship in Delta State was assembled utilizing a normalized survey. As indicated by the study, most of respondents use Facebook, Twitter, and WhatsApp. The survey indicates that the majority of librarians market and promote library news as well as how to utilize the resources and services offered by the library on social media. According to the survey, the biggest obstacles facing library staff members were a lack of proper training opportunities, a sluggish internet connection, and the time commitment needed to keep up an active social media presence. The results of the research indicate a strong correlation between social media usage and the effectiveness of library services. The survey also shows that there is no discernible difference in the social media use of male and female library staff. Additionally, there is a strong correlation between library staff members' ages and their social media use.

**Bharti, K. L., & Verma, S. (2021).**examined the research on university libraries' utilization of new technology. Examining the fundamental literature on developing technologies used in university libraries and determining how university librarians' roles are evolving in these technologically advanced contemporary libraries were the main goals of the research. The research also focuses on how library personnel see this contemporary setting. The review's decisions depend on four subjects: "obstructions in the execution of arising advances," "status of arising advancements in the college libraries," "mentality of custodians towards the arising advances," and "mechanical similarity among the library experts." Despite the fact that college libraries have directed a few examinations on arising innovations, the fundamental objective of this study is to expand the calling of library and data sciences' perception of these quickly creating innovations.

### **3. RESEARCH METHODOLOGY**

#### **3.1. Research Design**

The methodology behind the research would be a quantitative approach in terms of exploring user happiness on social media in regards to various applications used by them and the relationship that exists between participation in social media and visitations to the libraries. The objective would be to ascertain the level of heterogeneity in social media applications and library visit patterns.

#### **3.2. Sample Selection**

A survey was conducted among the users of a Government college libraries in Karnataka to gather demographic information, assess their satisfaction with social media platforms, and understand their level of social media use as well as their frequency of visiting the library. The sample consisted of 500 respondents, of which 300 were female, accounting for 60% of the total, while 200 were male, representing 40%. The age range of the respondents spanned from 18 to 36 years and beyond, providing a diverse range of perspectives across various age groups. In terms of educational background, the respondents included individuals with post graduatedegrees, bachelor's

degrees, and under graduate qualifications, offering insights from people with varying academic levels.

### 3.3. Data Collection

A systematic questionnaire sought demographic information from patrons who either visited the physical library or accessed online resources. The average number of visits made to the library per month, ratings on social media engagement scored on a Likert scale: 1–10 were sought for Facebook, Instagram, Twitter, and YouTube and user satisfaction levels scored on a five-point Likert scale: Highly Satisfied, Satisfied, Neutral, Dissatisfied, and Highly Dissatisfied).

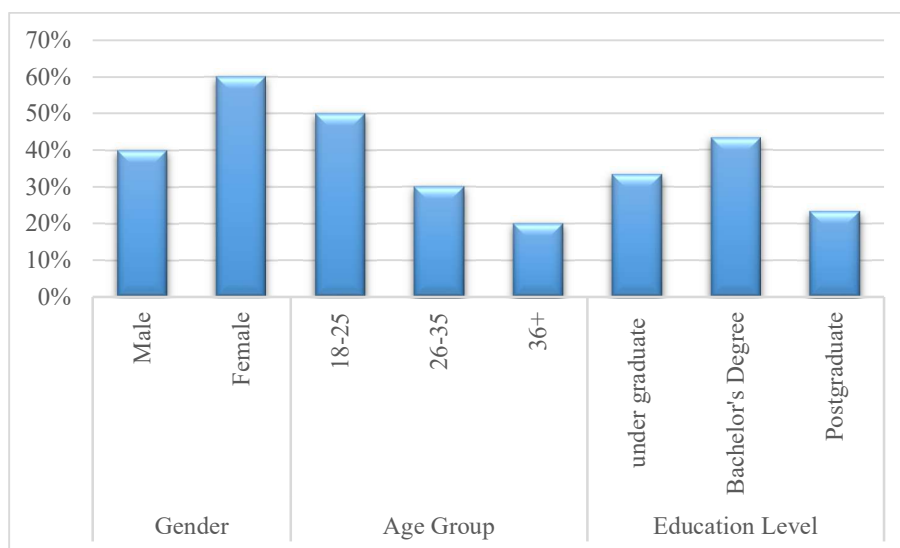
### 3.4. Data Analysis

Descriptive statistics was used to create demographic statistics and average scores for the students' utilization of social media and the libraries. Correlation analysis was conducted to determine the relationship between the scores for the students' engagement with social media and their visits to the libraries. Pearson's correlation coefficient was adopted to determine the direction and strength of the correlations. Besides, satisfaction analysis measured the percentage of responders categorized in each category of satisfaction from the different mediums.

## 4. DATA ANALYSIS

**Table 1: Demographic Information of Survey Respondents**

Demographic Variables	Frequency (N)	Percentage (%)
Gender		
Male	200	40%
Female	300	60%
<b>Age Group</b>		
18-25	250	50%
26-35	150	30%
36+	100	20%
<b>Education Level</b>		
Under graduate	167	33.3%
Bachelor's Degree	217	43.3%
Postgraduate	116	23.3%

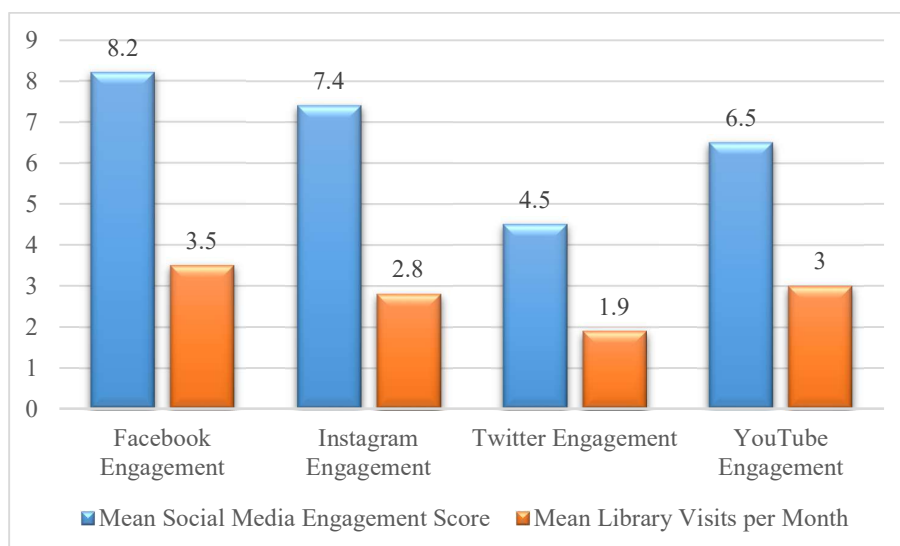


**Figure 2: Demographic Information of Survey Respondents**

An overview of the 500 respondents surveyed in Karnataka, including their age, gender, and level of education, is given in Table 1. There is a greater representation of females in the study—of the participants, 300 are female and 200 are male. The respondents' ages are distributed as follows: 50% are between the ages of 18 and 25, 30% are between the ages of 26 and 35, and 20% are older than 36. This implies that the study is biased in favor of a younger demographic, whose viewpoints could have a big impact on the results, especially when it comes to social media participation and usage patterns. In terms of educational achievement, the majority of respondents (43.3%) had a bachelor's degree, followed by undergrads (33.3%) and postgrads (23.3%). Due to the respondents' diverse backgrounds, a thorough understanding of social media usage and library use across a range of educational settings is possible. The majority of the sample is young, educated, and female overall; these characteristics probably influence their opinions and how they use social media to interact with the library.

**Table 2: Correlation Between Social Media Engagement and Library Visits**

Variables	Mean Social Media Engagement Score	Mean Library Visits per Month	Correlation (r)
Facebook Engagement	8.2	3.5	0.45**
Instagram Engagement	7.4	2.8	0.38*
Twitter Engagement	4.5	1.9	0.22
YouTube Engagement	6.5	3.0	0.31*

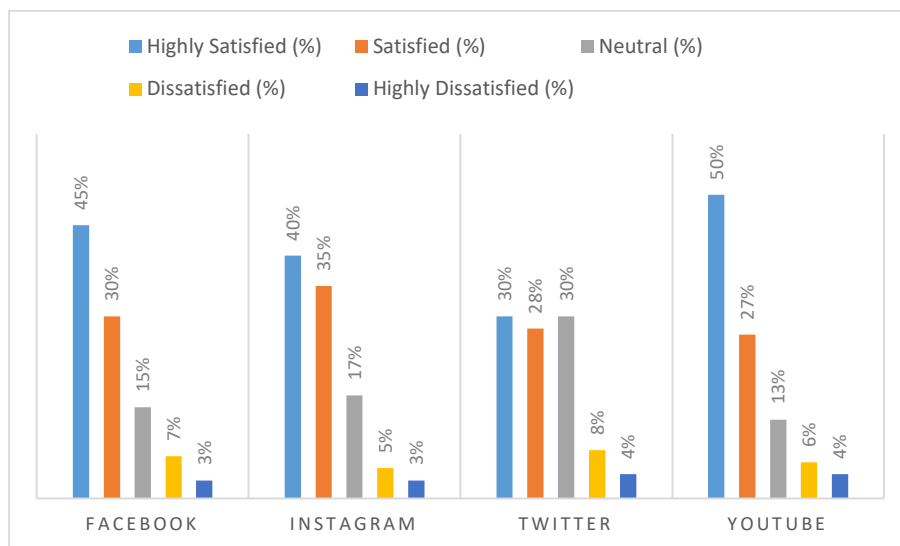


**Figure 3: Comparative Analysis of Social Media Engagement Scores and Library Visit Frequencies**

Table 2 shows that the utilization of social media and library visitation have direct relationships, where Facebook has had the most associations ( $r = 0.45^{**}$ ). This means that more social media usage corresponds with higher library visitation, at a frequency of 3.5 visits per month. Instagram had a frequency of 2.8 visits per month and a moderate association ( $r = 0.38^{*}$ ). Twitter had the smallest association at just 1.9 visits per month, but had the correlation of  $r = 0.22$ . The worst correlation, however was found to be of YouTube in the study with  $r = 0.31^{*}$ . It is found its way toward more visits in a month by the library patrons with Facebook and Instagram than with Twitter and YouTube.

**Table 3: Impact of Social Media on User Satisfaction**

Social Media Platform	Highly Satisfied (%)	Satisfied (%)	Neutral (%)	Dissatisfied (%)	Highly Dissatisfied (%)
Facebook	45%	30%	15%	7%	3%
Instagram	40%	35%	17%	5%	3%
Twitter	30%	28%	30%	8%	4%
YouTube	50%	27%	13%	6%	4%



**Figure 4: Impact of Social Media on User Satisfaction**

Table 3 shows that an average of the extant social media platforms that libraries are using to reach out and engage with patrons is characterized by some dramatic differences in user satisfaction. YouTube was the most effective at 77%. Users reported happiness after visiting. Fifty percent said they were extremely happy, while 27% are satisfied. This would mean that video content is pretty interesting, and that would make YouTube a good channel to present instruction, virtual events, and other materials in a more attractive way. Instagram and Facebook do pretty well with an average of 75% satisfaction. That is to say, broad popularity of Facebook for encouraging community connection, sharing information, and promoting events finds positive reflection in the fact that 30 percent of users are happy and 45 percent of users are extremely satisfied. Compare this to Instagram, where 35% of users are happy and 40% very satisfied. This social networking site emphasizes interactive features like stories and live sessions next to photo-based content content which seems to be in demand with library users. However, on Twitter, there's an understandably much better response rate of 30% where only 58% of respondents proved to be satisfied (30% very happy and 28% satisfied). This means that unlike denser media networks, Twitter's fast and nippy nature itself may not engage users' attention. In addition, 12% of the users are unhappy with using Twitter (8% unhappy and 4% very unhappy). This means that to some, the network will be less valuable to work with when linking up or seeking access to library resources. Overall, the data would say that although Twitter may call for some more specialized tactics to really be used to achieve maximum effect for library outreach, libraries are likely to see the highest levels of user engagement and satisfaction through the platforms that especially favor multimedia and visual content like YouTube, Facebook, and Instagram.

## 5. CONCLUSION

As can be gathered from the conclusions in this study, social media is a very powerful tool to enhance user happiness and engagement levels within libraries. It could arguably be said that an evaluation of the relationship between social media engagement and visits to libraries demonstrates that sites such as Facebook and Instagram are very useful instruments for promoting attendance and otherwise producing good experiences for users. The demographic analysis will show that the population of users is primarily young and predominantly females, thus outreach methods for libraries should cater to this generation. Further, differences in user satisfaction by channel provide an indication of how important it is to have multimedia and vibrant content to engage the target audience effectively. Generally, this research makes great recommendations for libraries on how to optimize their social media strategy, make sure to use the appropriate channels towards boosting engagement, satisfaction, and therefore the usefulness of library services in the age of information.

## REFERENCES

1. Adetayo, A. J., & Williams-Ilemobola, O. (2021). *Librarians' generation and social media adoption in selected academic libraries in Southwestern, Nigeria. Library Philosophy and Practice (e-journal)*, 4984, 1-22.

2. Andresen, H., Huvila, I., & Stokstad, S. (2020). *Perceptions and implications of user participation and engagement in libraries, archives and museums.*
3. Anwar, M., & Zhewei, T. (2021). *Why libraries are giving too much importance to social media? A review note. Library Philosophy and Practice, 1-15.*
4. Bharti, K. L., & Verma, S. (2021). *Use of Emerging Technologies in the University Libraries: A Study of Review of Literature. Library Philosophy & Practice.*
5. Chewe, P., Zulu, Z., Chitumbo, E. M., & Musonda, Y. (2020). *Enhanced library services through social media in the age of Covid-19 pandemic: an anecdote of academic libraries in Zambia. Library Philosophy and Practice, 4762.*
6. Corral, S. (2022). *The social mission of academic libraries in higher education. The social future of academic libraries: New perspectives on communities, networks, and engagement, 109-48.*
7. Gruss, R., Abrahams, A., Song, Y., Berry, D., & Al-Daihani, S. M. (2020). *Community building as an effective user engagement strategy: A case study in academic libraries. Journal of the Association for Information Science and Technology, 71(2), 208-220.*
8. Khatri, D. (2021). *Use of social media information sources: a systematic literature review. Online Information Review, 45(6), 1039-1063.*
9. Kirita, F. F., & Mwantimwa, K. (2021). *Use of social media in marketing library resources and services. University of Dar es Salaam Library Journal, 16(2), 19-33.*
10. Lippincott, S., Kennedy, M. L., Lynch, C., Calvert, S., & Cozzo, J. (2021). *Mapping the current landscape of research library engagement with emerging technologies in research and learning.*
11. Masizana, F., & Salubi, O. G. (2022). *Use of social media as a marketing and information provision tool by the City of Cape Town Libraries. South African Journal of Information Management, 24(1), 1-9.*
12. Mensah, M., & Bosire Onyancha, O. (2022). *Building and enhancing library services: Patrons' awareness of, and engagement with social media in academic libraries in Ghana. Journal of Librarianship and Information Science, 54(4), 604-621.*
13. Mensah, M., & Onyancha, O. B. (2021). *A social media strategy for academic libraries. The Journal of Academic Librarianship, 47(6), 102462.*
14. Nduka, S. C., Adekanye, E. A., & Adedokun, T. O. (2021). *Usage of social media tools by library and information professionals (LIPs) in selected academic libraries in South-West, Nigeria. International Journal of Knowledge Content Development & Technology, 11(3), 7-27.*
15. Oriogu, C. D., Ogbuiyi, S. U., Oriogu-Ogbuiyi, D. C., Seimode, F. D., & Ogunojemite, T. A. (2020). *Exploring social media in performing library services in Nigeria. Library Philosophy and Practice (e-journal), 1, 20.*